



INTERNATIONAL ADVERTISING ASSOCIATION  
India Chapter

## BACKGROUND

### Why IAA Future Leaders Awards?

Encouraging young Talent in the workplace is increasingly seen as a way of making companies stronger in the modern business environment. Leadership is designation-agnostic as we have seen many people show their Leadership skills irrespective of their titles. IAA Future Leaders is a unique platform to acknowledge and award young talent in your organization and help grow the pipeline of talent. The awards are an opportunity to celebrate the achievements of one young leader each in

- Marketing Companies
- Advertising Agencies
- Media Companies

The Winners will be recognized at an awards ceremony, which will be part of IndIAA Awards to be held this year. They will also be sent to an all-expense-paid trip to the IAA World Congress in Abu Dhabi in early 2017

### How will the awards help the nominees, finalists, winners and their companies?

- Just being nominated for an award has merit and a ROI of its own. Appreciation is a fundamental human need and taking the time to submit a nomination on behalf of your junior colleague(s) tells them you care about their development and support their career
- Being nominated, becoming a finalist and possibly winning will have a positive impact on the confidence and performance of the individual, and therefore result in a positive impact for the company.
- The winners and finalists will become role models for other young leaders in their firms and ambassadors for their organizations. Their achievement and recognition will act as an inspiration to others within the company.
- Mentorship plays a vital part in the advancement of everyone's career. The winners and finalists will be able to share advice and mentor others in the company based on their successful approach to Leadership.
- The awards are an opportunity to celebrate the positive achievements of young talent; and as the immediate boss, shows that you care about your subordinate's achievement and contribution.

### Eligibility Criteria:

- Nominee should have worked in your organization for at least 1 full year
- Nominee should be below the age 30.

Nomination Form (To be filled by the immediate Supervisor)

(Deadline Extended to 29<sup>th</sup> August 2016)

Name of the Nominee:

Title:

Qualifications:

Name of Company:

How many years in the Company:

How many years total work experience:

On a scale of 0 to 10 (where 10 is most superior) how would you rate the nominee on the following parameters?

1. As a team person:
2. Contribution to the job, thought leadership:
3. Ability to think out of the box:
4. Her/his ability to get things done ahead of time:
5. How does she/he fare when it comes to performing beyond the call of duty?
6. Does she/he spend time improving her/his professional capability?
7. How do you rate her/his presentation skills, both in thought process and personal presentation style?

Please write very briefly on the following:

-What % of the nominees KRA's have been achieved so far?

-How strong are the achievements /successes /initiatives compared to industry benchmarks?

-Why do you think the nominee is most suited to win the IAA Future Leaders Award?

Nominee's Details	Nominated By -
Name -	Name-
Designation-	Designation-
Company-	Company -
Email Id -	Email Id –
Mobile Number -	Mobile Number –
Signature-	Signature-

Nomination must be sent in a sealed envelope marked "Nomination for IAA Future Leaders Awards" on or before 29<sup>th</sup> August 2016 to:

India Chapter of International Advertising Association

C/o. Jaya Advertising Pvt. Ltd. 9, Elphinstone House, 17, Murzban Road, Mumbai 400 001

In case you need any clarification, please mail to: [iaaindiachapter@gmail.com](mailto:iaaindiachapter@gmail.com) or call SoumenSantara, Executive Secretary, IAA India Chapter at +91 98199 80202